

IN THE CLAIMS

Claims 1-15. (Cancelled)

16. (Previously presented) A method for conducting a transaction using a cashier-side unit and a customer-response unit, the customer-response unit including a communications link, the method comprising:

- receiving, via the communications link of the customer-response unit, content for presentation at the customer-response unit during the transaction;
- communicating a monetary amount of the transaction from the cashier-side unit to the customer-response unit;
- receiving customer input at the customer-response unit; and
- transmitting the customer input and the monetary amount to a remote service provider for authorization.

17. (Previously presented) A method according to claim 16, further comprising:

- entering the monetary amount of the transaction into the cashier-side unit.

18. (Previously presented) A method according to claim 16, further comprising:

- receiving authorization from the remote service provider for the transaction.

19. (Previously presented) A method according to claim 16, further comprising:

- generating a record of the transaction and transmitting the record to an electronic receipts service.

20. (Previously presented) A method according to claim 16, wherein the content for presentation comprises an advertisement, coupon or award.

21. (Previously presented) A method according to claim 16, wherein the customer input

comprises an electronic signature.

22. (Previously presented) A method according to claim 16, wherein the customer input comprises a personal identification number (PIN).

23. (Previously presented) A method according to claim 16, wherein the customer input comprises a biometric data.

24. (Previously presented) A method according to claim 16, further comprising:
presenting the content at the customer response unit.

25. (Currently amended) A method according to claim 16, wherein the cashier-side unit does
[[no]] not receive the content for presentation at the customer response unit.

26. (Currently amended) A system for conducting a transaction, comprising:

~~a cashier-side unit comprising:~~

~~a cashier interface for entering a monetary amount of the transaction; and~~

~~an authentication interface for transmitting information to an authentication~~

~~server;~~

a customer-response unit coupled to the cashier-side unit, the customer-response unit comprising:

an interface to a content-provider for receiving content for presentation; and

a customer interface for receiving customer input; and

the cashier-side unit comprising:

a cashier interface for entering a monetary amount of the transaction; and

an authentication interface for transmitting the customer input and the monetary

amount to an authentication server; and

an electronics receipts service for storing a record of the transaction.

27. (Canceled)

28. (Previously presented) A system according to claim 26, wherein the content for presentation comprises an advertisement, coupon, or award.

29. (Previously presented) A system according to claim 26, wherein the customer input comprises a signature.

30. (Previously presented) A system according to claim 26, wherein the customer input comprises a personal identification number (PIN).

31. (Previously presented) A system according to claim 26, wherein the customer input comprises a biometric data.

32. (Previously presented) A computer program product for conducting a transaction using a cashier-side unit and a customer-response unit, the customer-response unit including a communications link, the computer program product comprising a computer readable medium encoded with a program module, the program module including instructions for:

- receiving, via the communications link of the customer-response unit, content for presentation at the customer-response unit during the transaction;
- receiving a monetary amount of the transaction from the cashier-side unit;
- receiving customer input at the customer-response unit; and
- transmitting the customer input and the monetary amount to a remote service provider for authorization.